

INSTRUCTIONS

TRADEMARK OR SERVICE MARK APPLICATION

1. Give the name of the person (or corporation) who will own the mark.
Give the address and phone number for the owner of the mark.
If the owner of the mark is a corporation, you must name the state in which it was incorporated, (i.e. Missouri, Ohio, etc.)
2. Indicate if the mark is a trademark or a service mark. A trademark is the brand name of a manufactured product and a service mark is a name used to advertise the service offered by a business.
3. If this is a renewal, give the number of the mark and the date your registration will expire.
4. Refer to the classification numbers for the product or service on this information page. Name the class number for your product or service. Example: Class 29 for processed foods, a product; or Class 42 for retail sales, a service. Numbers 1–34 are trademarks and 35–42 are service marks. Choose one number per application.
5. Name the specific product or specific service offered by the person or corporation. If the mark is the brand name for a manufactured product, name that product, i.e. pizza, ladies clothing. If it is a device used to advertise services, you should name the service you offer, i.e. retail sales services or restaurant services.
6. Tell how you use the mark to advertise your product or service. Example: label on the product or on stationery associated with the service.
7. Give the date you first used the mark anywhere and the date it was first used in Missouri. No mark can be registered in this state until the mark is used in this state and the product or service is available in this state.
8. Describe the mark you are seeking to register. You should describe the colors and the most distinctive part of the mark. Example: HOLIDAY INN white on a green background with orange flower.
9. This is the sworn statement of the owner. You must type the name of the owner in this blank and the owner of the mark should sign on the signature line. The individual signing for a corporation should give his/her title beside the signature. This individual's signature must be notarized properly.

FEES:	\$50.00	REGISTRATION ON A NEW MARK
	\$10.00	RENEWAL OF A REGISTERED MARK
	\$50.00	FILING OF AN ASSIGNMENT

SEND 2 ORIGINAL COPIES OF THE COMPLETED APPLICATION, 2 ACTUAL LABELS OF THE MARK (NO PHOTO COPIES) SHOWING THE MARK IN USE, IE BUSINESS CARDS, LETTERHEADS, ADVERTISEMENTS AND THE PROPER FEE TO:

Secretary of State's Office
Commissions Division
PO Box 784
Jefferson City, MO 65102

If you have any questions regarding this application, please call our office at (573) 751-2783.

CLASSIFICATION OF GOODS AND SERVICES

The general classes of goods and services as provided in this section are established for convenience of administration of sections 417.005 to 417.066. A single application for registration of a mark may include any or all goods upon which, or services with which, the mark is actually being used comprised in a single class. In no event shall a single application include goods or services which fall within different classes of goods or services.

The classes of goods are as follows:

1. Chemicals;
2. Paints;
3. Cosmetics and cleaning preparations;
4. Lubricants and fuels;
5. Pharmaceuticals;
6. Metal goods;
7. Machinery;
8. Hand tools;
9. Electrical and scientific apparatus;
10. Medical apparatus;
11. Environmental control apparatus;
12. Vehicles;
13. Firearms;
14. Jewelry;
15. Musical instruments;
16. Paper goods and printed matter;
17. Rubber goods;
18. Leather goods;
19. Nonmetallic building materials;
20. Furniture and articles not otherwise classified;
21. Housewares and glass;
22. Cordage and fibers;
23. Yarns and thread;
24. Fabrics;
25. Clothing;
26. Fancy goods;
27. Floor coverings;
28. Toys and sporting goods;
29. Meats and processed foods;
30. Staple foods;
31. Natural agricultural products;
32. Light beverages;
33. Wines and spirits; and
34. Smokers' articles.

Classification of services marks are as follows:

35. Advertising and business;
36. Insurance and financial;
37. Construction and repair;
38. Telecommunications;
39. Transportation and storage;
40. Material treatment;
41. Education and entertainment; and
42. Miscellaneous.

